

Minutes of the Economic Development Meeting
Held on March 27, 2019
5:06 p.m.

Attendees: Michael Lewis (Chair), Sterling Burke (Village President), Trinette Britt-Johnson (Consultant), Hilde Betts (Planning & Zoning Liaison), Phillip Page (via phone), Gladys Foster, Tim Williams, Kevin Brookins, Stan King (Village Treasurer), Connie Simms (Bank Financial)

Approval of Agenda: Motion to approve the Agenda and Minutes from February 27, 2019 with amended changes, everyone second the motion. Correction to minutes to include "30K people a day".

Commission Member Activity Plans/Next Steps

- Moving toward a conclusion and making sure not to go backwards. There are 3 principle areas.

Update (Strategy/Work Plan) – Trinette Britt-Johnson:

- General discussion of the task of the EDC Commission members as a whole. The Commission is divided into subcommittees
- Marketing suggestions – a good relationship with the hospital and working to figure out the rezoning which suggested a "tag line".
- The Hyatt presentation will be provided to the Commission to review.
- The Village is trying to acquire the property from the Landbank for the hotel. The Village is not providing/giving tax breaks for the Jewel property acquirement. The land will be utilized as the tax break and not taxes.

President's Update

- Discussion regarding the goal of EDC to generate revenue and promote the 3 guiding principles.
- Create a 30 to 90 days goal to move forward with a plan.
- Discussion of the walkable destination for the Village of Olympia Fields.
- Jewel Plaza discussion to acquire the land and the plans to move forward.
- A meeting is scheduled with Orland Park to have a discussion regarding the best practices in their Village. Village of Homewood is a starter community for Flossmoor which is good example of the best practice.
- Valerie Kretchner report discussion which provided a plan for the Village. The Village will need to create a brand and or "tag line".
- Olympia Fields Country Club has agreed to provide their marketing videos to assist the Village in their marketing efforts.
- Stoney is working with Cindy to provide information to the Trustees to provide reports at the Board Meetings.

- Police Dept will be utilizing a grant writer. This grant writer will be for the entire Village.

Marketing – Hilde Betts & Tim Williams

- Discussion regarding the budget for marketing and focus on the core principles.
- Question to tap into the residual budget for marketing/website, if possible. Do not want to leave money on the table regarding funds.
- Strategic best practice plan review regarding marketing. News print option for the marketing for businesses and residents. Follow up with other municipalities to understand the marketing strategies.
- To capitalize on why the businesses are coming to the Village and the Village President's vision. Create a video to capture the Village President's vision on the website as this will work for incoming businesses.
- Connie Simms of Bank Financial introduction. Bank Financial is interested marketing with the Village. Bank Financial has funds available and is willing to assist the Village.
- Connect with Village of Homewood to review their foundation to build upon and bring this information back to the Commission for further discussion.
- Marketing – what will happen in the next 90 days and work up a plan. Information gathering stages for marketing.

Mike Lewis & Kevin Brookin

- Discussion regarding the outreach for the hotels (small boutique) for the Village.
- “Tag line” suggestion for the Village – “Healthy Living Lifestyle”. This tag line did not cost the Village. All agreed that this was a great suggestion for a brand for the Village.

Resources & Retention – Phil Page & George Chandler

- Round table discussion with Dr. Husan (Purdue) from the last meeting. Dr. Husan will work with the Village to design a program. This is still open for discussion and no commitment has been made. The entrepreneur will not have the time to review and retention entrepreneurial relationship.
- HF Chronicle update from George Chandler. This is an ongoing discussion and the key successful factor for local publication and website. Some discussion with the owner to brand with the Village. No response from HF Chronicle.
 - This is still a work in progress with HF Chronicle and further discussion is needed.
 - Connie Simms (Bank Financial) is the marketing director for 19 branches. Bank Financial has money available for marketing and advertisement. Stoney suggested to be involved with more communities like the Village.
 - The Village will advertise in the HF Chronicle to provide the visibility in the newspaper and to build the relationship with HF Chronicle, as well as with Homewood & Flossmoor.

Gladys Foster Update – Review notes

- Established relationship with businesses for 2019 renewal by visiting and acquiring new business information during walk throughs – total number of businesses is 176 which include 24 home businesses).

- EDC commissioners have visited businesses and collected business retention information which are included in the binder. Commissioners visited approximately 20 business, still have more to visit.
- EDC commissioners have not scheduled a meeting with owners and managers to discuss issue to improve their business
- New Business/Welcome manual was created April 2018 and awaiting feedback to move forward. This manual can include the criteria requested, i.e. quality, store appearance.
- Completed website training on January 28, 2018 and awaiting on updates from EDC Commissioners. General updates are completed to the businesses on the website and more updates will be forthcoming once all applications are received.
- Per Trinette - George Chandler is waiting on new pricing but will need by April 15th to include in the budget. One of the goals of the Commission is to reach out the CivicPlus to enhance the economic development website. Trinette is working with George and Hilde.
- Currently sending the Village's newsletter to all businesses every 2 months. This is the same newsletter that is received by the residents in the utility bills.
- Newsletters suggestion to Commission – Special newsletter to highlight 2 businesses every 2 months in the newsletter or include a sheet for businesses (2-pages-double-sided) in the utility billing to include more businesses. Commission will assist to formalize the format process. Create a format form to send to businesses to forward a business blurb to Village to include in newsletter or website.
- Suggestion: Business Connection for leasing agents only to mend bridges with Village and gather more information about leasees.
- Attended ICSC on 10/16/18 & 10/17/18 and provided a written update to Stoney and Cindy. Next Chicago Deal Making event is October 16th & 17th, 2019.
- Marketing materials (that were provided) has been updated.
- Testimonies from businesses have been included in Business/Data Sheet Information binder. New stores opening information are provided to Trinette and Stoney. More discussion to forward this information to all.
- When new businesses/openings are received from the Building Dept, it is forwarded to Trinette, Stoney and Cindy. Discussion and not confirmed to forward to Economic Development Commission or Trustees.
- Southland Visitor Bureau - How do businesses advertise in the newsletter? There is a cost to advertise within the newsletter and brochure. It's \$300 per business. It would help for marketing and advertising and spreading the word for businesses.

Open Discussion with Commissions:

- Mike Lewis and Hilde Betts suggested a grant writer to assist with funding for the Village.
- Stan King suggested to provide information to the Trustees to go over and keep them informed. Discussion regarding the budget and how marketing will work for the Village.

Adjourned at 7:40 p.m.